

through collective action, falls much of the burden of maintaining, in their own territories and at large, the standards of scientific medicine—can be true to progress in medical science only by remaining aloof from relationships essentially human and fraternal.

As a matter of fact, in every County and State Medical Society, scientific, and also organization and fraternal, activities should be given proper places. There is a real demand for each, and a study of societies will reveal that those associations which give each of these elements their due recognition are accomplishing the best work for medicine, the public health, and for themselves.

"THROW AWAY" PUBLICATIONS

Minnesota Medicine Calls Attention to a Growing Evil.—A letter from the editor of *Minnesota Medicine*, on page 202 of the March, 1937, issue of CALIFORNIA AND WESTERN MEDICINE, called attention to the manner in which so-called "throw away" publications—sent out by the thousands for distribution to physicians throughout the Union—were abstracting, without permission, article after article which had previously appeared in State Society and technical journals. The Minnesota Committee on Publications stressed the importance of recognized medical magazines copyrighting their articles, in order to prevent these bold and unwarranted forays upon their contents. Several of these publications (with a no-subscription price, but distributed-free background) that have come into existence during the last several years, state in prominent type that more than 100,000 copies of their current issues had thus been placed in the mails.

The character of the advertising carried in most of these magazines is much like that which appeared, some twenty-five years or more ago, in a group of proprietary medical journals, the majority of which later went out of existence. As a consequence, for about two decades, the advertising pages in medical publications have been of comparatively decent standard, because of the nonexistence of periodicals which would accept advertising copy from the promoters of remedies whose formulae were not known or accepted by responsible investigators, such as the Council on Pharmacy of the American Medical Association.

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Character of Advertising in These Newer Publications.—Come now, and rather of a sudden, not one, but almost a dozen of this new type of journal, in which all kinds of advertising seem acceptable, and as a consequence of which the announcements of all kinds of nonapproved remedies are freely interspersed with the abstracts of articles, written by physicians of established reputation, whose original papers appeared in well-recognized medical journals. It is possible that the increasing number of such magazines may

ultimately make for their disappearance, on the natural supposition that firms which would present for consideration only drugs and remedies proven and acceptable to scientific and ethical medicine would no longer wish to be associated, page to page, with promoters of remedies not endorsed by the American Medical Association's Council on Pharmacy.

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"California and Western Medicine" Is Protected by Copyright.—The California Medical Association, through its Council in the year 1934, took out a copyright, and on a number of occasions the attention of several of these more recent periodicals has been called to their violation of that legal protection. Members, therefore, will confer a favor upon the central office of the California Medical Association if they will notify the Association Secretary whenever and wherever they detect such abstracting by irresponsible journals of articles previously and originally published by CALIFORNIA AND WESTERN MEDICINE. The California Medical Association gladly extends to state medical publications and others recognized in the specialties and of acceptable standard, the right to quote from and to make extracts of the contents of the OFFICIAL JOURNAL. Through its copyright protection, however, it again gives notice to all other periodicals, particularly to those of the "throw away" type, that the right to print any part of its contents, in abstracts and excerpts, is strictly forbidden.

EXCESSIVE FEES: THE HARM THEY DO TO SCIENTIFIC MEDICINE

What Newspaper Publicity Has Done.—Publicity in newspapers concerning suits over excessive fees has been a big factor in creating, among many estimable citizens, a prejudice against the medical profession; and one of the regrettable effects of such discussion by laymen can be noted in the support which is so militantly given by some civic organizations to various proposed legislation. Among such propositions are those which would open to nonindigent persons, on a part-pay basis, the doors of public institutions maintained for the indigent sick; the sponsoring of compulsory health insurance laws; and the support of voluntary health insurance measures, these last sometimes so loosely drawn that the medical protective feature (presumably of ample amount and types, as well as mandatory) is more a matter of assurance on paper than real security, and little less than a trespass upon the credulity of the unfortunate holders of policies.

In the late nineties and years immediately following, before the Carnegie-Flexner survey of medical colleges of the United States and prior to the surprising legal recognition of cultist groups by some of the States (of which California was one), comparatively little was seen in the daily press on the subject of excessive fees for medical and surgical services.

The Graduates of Smaller Colleges of Former Days.—Looking backward, however, it is to be noted that those were days when the graduate of a smaller or proprietary medical school was apt to be looked upon somewhat askance, or as one of a group of practitioners whose authority of licensure went far to lower the tone of medical standards; and this opinion held with many, in spite of the fact that many eminent in medicine had been, and were, graduates of just such small institutions—their mental capacity and love of the art ultimately giving this group a place, side by side, with leaders in the profession whose undergraduate years had been spent in more favored university schools. It is true that during the last twenty-five years the standards of medical education have been greatly advanced, so that the graduates of today go forth with far more science at their command than their predecessors of two or more decades ago. Yet, in the practice of medicine, mere knowledge of facts is not the end, an equally important element being the capacity to think clearly and to apply the knowledge possessed in logical, scientific manner, and with true art.

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More Than Professional Training Alone Is Needed to Produce the True Physician.—It must be remembered that every medical student and physician is himself, before he is a doctor of medicine, and that no matter what knowledge he may acquire, his basic character will temper his professional work and tone. When then, occasionally, a licensed practitioner, who has had excellent professional training, places commercialism before service (as is manifested, for instance, in fees so high that they are out of all proportion to those asked by colleagues of equal ability, and for services of a similar nature), a real hurt is done to the medical profession of the community in which the offending individual practices; and for an older practitioner to commit such an act only makes the offense the greater. In view of the damage done to medicine by individuals having these supercommercialistic tendencies, it may be asked whether it would not have been better had they never taken up the practice of medicine, but used all their talents in the business world, where search for profits is not associated with a profession inspired by altruistic obligations; and, also, whether such physicians have not done more to lower the esteem in which the medical profession was held in former years than did, in earlier days, the graduates of small proprietary medical schools (whose places in both rural and urban centers have been taken by cultist practitioners).

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A Case in Point.—These reflections are engendered by a recent newspaper item concerning a licensed physician in California who sent a well-known actor a statement for medical services, and demanded in excess of ten thousand dollars; and when the patient refused to pay, the physician entered suit, with the result that the newspapers promptly played up the item for the edification of

their readers. Immediately, and on all sides, were heard words of condemnation for the physician who had rendered the bill. And what made the case, from the standpoint of organized and scientific medicine, the more deplorable, was the fact that the medical man who rendered the twelve-thousand-dollar statement was cited several years ago to appear before the State Board of Medical Examiners (subsequent to a court trial on a narcotic charge that then received much publicity in the newspapers), when the Board, after its hearing, revoked his license. As might be expected, the physician thereupon appealed to the Superior Court, only to have the Court sustain the Board of Examiners, although later the Board, in 1934, restored the practitioner's license while placing him on probation with certain stipulations; which restrictions, at the time this is written, stand. And now comes this later exploitation of a fee of some twelve thousand dollars, which this same physician construed as a proper return for the care of a patient through an illness of not over-great duration. Here, surely, is an instance where it is impossible to estimate the damage done by the wrong kind of publicity!

Other State Association and Component County Society News.—Additional news concerning the activities and work of the California Medical Association and its component county medical societies is printed in this issue, commencing on page 267.

EDITORIAL COMMENT†

THE TREATMENT OF HEMORRHAGIC DISORDERS*

The diagnosis of hemorrhagic disorders involves a careful study of the capillaries, the plasma, and the platelets. Abnormal bleeding is due to disturbances in capillary permeability with or without alterations in the plasma or platelets. Rational treatment depends upon the proper assessment of the part played by each factor in abnormal bleeding.

Clinically, hemorrhagic disorders may be divided into two main classes, hemophilia and purpura.

In hemophilia the primary fault is in the plasma. The platelets fail to lyse readily. Extravasation of blood occurs when the capillary permeability is increased. This usually follows upon trauma.

Purpura is divided into hemorrhagic purpura, characterized by the escape of whole blood from blood vessels and mucous membranes, and anaphylactoid purpura, characterized by diffuse bleed-

† This department of CALIFORNIA AND WESTERN MEDICINE presents editorial comment by contributing members on items of medical progress, science and practice, and on topics from recent medical books or journals. An invitation is extended to all members of the California Medical Association to submit brief editorial discussions suitable for publication in this department. No presentation should be over five hundred words in length.

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